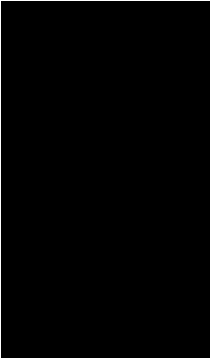


HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

Table 26: DV360 U.S. Web Non-Video Display Ad Spending by Exchange, 2022

Exchange	Spending (\$ million)	% of spending
Google	\$1,491.1	56.2%
	\$210.5	7.9%
	\$203.6	7.7%
	\$120.2	4.5%
	\$113.7	4.3%
	\$77.1	2.9%
	\$76.7	2.9%
	\$63.4	2.4%
	\$57.4	2.2%
	\$237.4	9.0%
Total	\$2,650.9	100.0%

Sources: GOOG-AT-MDL-DATA-000488278 to -508815
(DV360 RFP 243 data)